

E-Tender Offer (Tender Acceptance Letter)

(TO BE GIVEN ON COMPANY LETTER HEAD)

Managing Director,
The Punjab State Cooperative Milk Producers' Federation Limited (Milkfed Punjab),
SCO. No. 153-155, Sector 34-A, Chandigarh.

Subject: **TENDER FOR APPOINTMENT OF PROFESSIONAL AGENCY FOR DESIGNING, CREATING, AND EXECUTING A COMPREHENSIVE BRANDING & ADVERTISEMENT SOLUTION FOR MILKFED PUNJAB.**

Dear Sir,

1. I/We have downloaded the tender document(s) for the above-mentioned Tender work/ item from the website(s)/e-procurement portal namely: **eprocm Punjab.gov.in** as per your advertisement.
2. I/We hereby certify that I/We have read and understood the entire terms and conditions of the tender document (including all documents like special notes, annexure(s), etc. which form part of the contract agreement and I/We hereby shall abide by the terms/ conditions/ clauses contained therein.
3. The corrigendum(s) issued from time to time by your organization too has also been taken into consideration, while submitting this acceptance letter.
4. I/We hereby unconditionally agree & accept the terms and conditions of the tender in totality.
5. I/We understand that the tender is open to all eligible bidders.
6. I/We understand that all bids must be submitted in accordance with the instructions provided in the tender document.
7. The Bids are valid for a period of 120 days after the bid submission deadline.
8. I/We understand that the lowest or any bid will not necessarily be accepted.
9. I/We understand that Milkfed Punjab reserves the right to reject any or all bids.

10. Milkfed Punjab reserves the right to cancel the tender at any time without incurring any liability.
11. All disputes arising from or in connection with the tender will be resolved in accordance with applicable law/arbitration clause.
12. In case any provision of this tender is found violated or breached, then your organization shall, without any prejudice to any other legal right or remedy, be at liberty to reject this tender/bid including the forfeiture of earnest money deposit absolutely.

Yours faithfully,

(Signature of the bidder with seal)

Name :

Phone No :

Email :

Address :

**The Punjab State Cooperative Milk Producers' Federation Ltd.
(MILKFED PUNJAB)
SCO 153-155, Sector- 34 A, Chandigarh, 160022**

TECHNICAL BID ELIGIBILITY FORMAT

NAME OF THE AGENCY/FIRM		
NAME OF THE PROPRIETOR / PARTNERS		
MOBILE NUMBER		
E-MAIL ID FOR ALL COMMUNICATION		
S. No.	Particulars	Status (Yes/No) (Details if any)
1	Form Fee for Tender Document should have been submitted. (There is no exemption on this for any bidder).	
2	Earnest money of Rs. 3,00,000/- only (Rs. Three lakhs) paid through NEFT/RTGS or any other accepted mode of payment at e-procurement portal. (There is no exemption on this for any bidder)	
3	The bidder should be registered under the Companies Act, 1956 or Companies Act, 2013 or a partnership firm registered under Indian Partnership Act, 1932 or Limited Liability Partnership registered under Indian Limited Liability Partnership, 2008. (Copy of Certificate of Incorporation/ Partnership deed/ Registration, to be self-certified by the Authorized Signatory of the company. Joint Ventures/ Consortium/ Sub Contracting is not allowed.)	
4	Permanent Account Number (The bidder must possess a valid PAN. Attach copy of the same.)	

5	<p>Goods & Services Tax Number</p> <p>(The bidder must possess a valid GST. Attach copy of the same.)</p>	
6	<p>The organization should not be blacklisted/debarred by any cooperative organization, Government Department or any State/Public Sector Undertaking.</p> <p>Attach duly notarized affidavit on Rs. 100/- Stamp Paper as per the template attached as Annexure-01.</p>	
7	<p>Empanelment With DAVP/Bureau of Outreach Communication</p> <p>Only Category A Multi Media Agency is allowed (Any agency mentioned in the list or any list issued by DAVP/BOC as “Category A” Multi Media agency on or after 29/10/21 will be eligible for consideration for this job)</p>	

Why Category-A DAVP Multi Media Agencies: Milkfed Punjab intends to expand its products reach to all corners of India and it has to compete with multi-national FMCG companies. In view of the same Milkfed Punjab intends to hire a top-notch professional agency for designing, creating, and executing a comprehensive branding & advertisement solution.

THE E-TENDER WILL BE AWARDED IN TWO PARTS I.E. FOR JOB-A & JOB-B. MILKFED PUNJAB WILL RESERVE THE RIGHT TO ALLOCATE BOTH THE JOB TO ONE AGENCY OR TWO DIFFERENT AGENCY AS PER THE TENDER CRITERIA.

The Punjab State Cooperative Milk Producers' Federation Ltd.
(MILKFED PUNJAB)
SCO 153-155, Sector- 34 A, Chandigarh, 160022

FINANCIAL BID FORMAT – JOB A

S. No.	Particulars	Symbol	Rate (in Rs.) (Without taxes)	Applicable taxes (%)	Rate (in Rs.) Including taxes.
1	(Retainership Fee/Quarter) Whole Media (Print, Social Media & Digital Marketing) Operations as mentioned in the scope of the tender except the following: 1) Budget for buying Digital Marketing – Inventory 2) Whatsapp/Website Chatbot Development, Creation, Running & Operation as Mentioned at Point 13. 3) Budget for buying SMS/Email	R1			
2	One time Whatsapp and Website Chabot creation and development fees. As defined at Point 13 of Scope-A. (Except Official Whatsapp Expenses)	O1			
3	Monthly Maintenance Charges for Whatsapp	M1			

	and Website Chatbot Operations. Including minor alteration (03 Hours of Developmental Work per month) (Except Official Whatsapp Expenses)				
4	Financial Bid	F(Bid) = R1 X 4 + M1 X 12 + O1			

**F(Bid) Evaluation Formula for JOB A =
R1 X 4 + M1 X 12 + O1**

SCOPE OF WORK – JOB A

DESIGNING, CREATING AND EXECUTING A COMPREHENSIVE BRANDING & ADVERTISEMENT SOLUTION FOR MILKFED PUNJAB.

1) FORMULATION OF STRATEGY

The successful bidder shall have to operate in tandem with the officials of Milkfed Punjab and shall be fully responsible for devising the communication strategy for all media platforms for Milkfed Punjab. The bidder will provide monthly planner to Milkfed Punjab in the last week of the preceding month. Although, the changes can be requisitioned in the plan by the Milkfed Punjab, if the need is felt at any point of time and the same shall be binding on the successful bidder.

2) CONTENT CREATION

The successful bidder will be responsible for the creation/development and management of content in the languages desired by the Milkfed Punjab, although Punjabi, English and Hindi will be used majorly. The following types of media advertisements/posts will form part of the content creation:

a) SOCIAL MEDIA

- Captions for Social Media Posts.
- **Texts:** These advertisement (ad/ads) types only have text.
- **Photo Advertisements:** Photo advertisement display a photo. They can also have text or headline and link description, call-to-action button like send message or visit.
- **Video Advertisements:** Video advertisement options range from short mobile video advertisement designed to be watched on various social media platforms over desktop/mobile devices. They are useful in capturing quick attention.
- **Carousel Advertisements:** A carousel advertisement can have up to 10 images or video. All are in one advertisement.
- **Collection Advertisements:** Collection advertisement feature a cover images or video plus several product shots. Clicking on the advertisement directs the user to an Instant Experience.
- **Instagram Reels:** 15-second multi-clip videos with audio, effects, and new creative tools, available on Instagram.

- **Facebook Stories:** Stories are full-screen, short-form, ephemeral and offer all sorts of creative, customizable overlays. These are available for 24 Hours only. It is available on Facebook.
- **Youtube Shorts:** Shorts is the spot to shoot, share and binge short videos (think 60 seconds or less) on YouTube.
- Any other content posting/creative options available on Facebook, Instagram, Twitter, Youtube & LinkedIn.

The successful bidder shall be responsible for repackaging of the content (videos and photographs) into suitable formats (video packages and others).

- In order to have proper communication strategy for various social media platforms to enhance the reach of content in real time basis, the successful bidder shall be able to develop interesting and innovative content, campaigns. Campaigns around holidays, festivals, anniversaries of important events, grub fests etc., may be devised in such a manner that it fetches the maximum engagement.
- The successful bidder shall co-ordinate with the on-ground team of Milkfed Punjab for hosting live events on social media accounts e.g., press conferences, inauguration functions, Product launch etc.

b) PRINT ADVERTISEMENT

- Designing of all kinds of advertisement material for newspaper/magazines.
- Designing of all kind of advertisement material for POP/Hoarding/Pamphlets/Danglers, etc.
- Designing of branding & advertisement work for any Dairy or Branch Sales Offices.
- Designing of New Packaging Designs (Milk Products, Cattle Feed, Food Products, etc.).
- Designing of Branding of Verka Merchandise.
- Designing of Branding Design for Milk Bars and Milk Booths.
- Designing of all kind of advertisement campaign for all Verka products.
- Designing of Product Catalogue.
- Designing of Annual Report.
- Designing of stalls for Exhibition/Seminars.
- Design for meetings/launch events backdrops, standees, etc.
- Any other designing work related to print advertisement.

Any picture/image to be used for creating the design/creative will be purchased by the successful bidder after taking prior approval from Milkfed Punjab. Milkfed Punjab will reimburse the cost of purchase of picture/image on the basis of the actual invoice raised by authorized picture/image provider. The successful bidder shall ensure that any picture from any unregistered/un-authorized source should not be used for Milkfed Punjab.

c) PUBLIC RELATION

- Content for Press Release/Media Release pertaining to any event organized by Milkfed Punjab and any event associated with Milkfed Punjab.
- Write-Up for Magazines articles.
- Write-Up for Advertorial.
- Write-Up for Newsletter.

d) RADIO JINGLES

e) CALLER TUNES

f) VIDEO SCRIPTS – The successful bidder in consultation with Milkfed Punjab shall devise the theme, script, required photography, site selection criteria, artist selection criteria, editing required and any other technical aspect required for creating Videos other than meant for social media platforms, so that Milkfed Punjab can use the consolidated information for further necessary action.

g) Any other job related to designing/conceptualization regarding branding & advertisement work of Milkfed Punjab.

h) The successful bidder can be asked to create any other type of content as per the requirement of Milkfed Punjab which, may not have been mentioned in the scope.

i) **Dedicated Human Resources** : The successful bidder has to provide two dedicated human resources to Milkfed Punjab and station them at Milkfed Punjab Head Office at Chandigarh. The two human resources will operate from Milkfed Punjab Head Office and Milkfed Punjab shall at liberty the right to

depute the two human resources at any of its service location as per the need. The brief scope of work for such human resource is defined as under,

- First, for carrying day to day alteration/amendments in the designs/creative. However all the conceptualization and majority of the designing work will be handled by DEDICATED BACK END TEAM of successful bidder. The dedicated human resource to be stationed at Milkfed Punjab, Head Office, Chandigarh is also required to be capable for covering live events on social media accounts e.g., press conferences, inauguration functions, product launch etc.
- Second, for assisting Milkfed team in devising and executing the branding and advertisement strategy. The human resource to be stationed at Milkfed Punjab, Head Office, Chandigarh should have at least 05 Years of Experience in branding & advertisement for any FMCG organization.

The workforce engaged by the successful bidder will be his/her own liability for all intents and purposes. They will have nothing to do with Milkfed Punjab. Such workforce will not have any employee-employer relationships or connection with Milkfed Punjab for any intent and purpose, whatsoever.

j) SMS & Email Marketing : -

- Development of strategy, content, selection of target group and execution for SMS and EMAIL marketing, with prior approval of Milkfed Punjab
- The successful bidder shall be solely responsible for communication with the intended audience through various digital channels such as Email, SMS etc.
- The successful bidder shall be responsible for adhering to various Government and regulatory norms, and best practices while communicating with the audience through Email, SMS etc.
- Reports for email campaigns mentioning data like delivered emails, open rate, leads converted, etc.

Milkfed Punjab will arrange SMS packs and Email packs separately through coordination with DIPR, Punjab and DAVP (BOC).

PROCESS FLOW FOR DESIGNING, CONTENT CREATION & PLAN EXECUTION FOR SUCCESSFUL BIDDER.

- i. The successful bidder will submit the monthly & quarterly media plan to Milkfed Punjab suggesting the kind of content required for successfully carrying out different campaigns for brand building. The plan should incorporate the followings:
 - a) Platform wise details of the content to be broadcasted.
 - b) Platform wise tentative expenditure involved.
 - c) If the plan includes any VIDEO Advertisement (Required for other than SOCIAL MEDIA PLATFORMS), the proposed idea, target group and communication of the same.
 - d) The KPI matrix of the plan (Reach/Impression/Clicks, etc.).
 - e) The procedural details to be adopted by the successful bidder for buying inventories for digital marketing on the behalf/for Milkfed Punjab.
 - f) Any other detail to be requisitioned by Milkfed Punjab.
- ii. Milkfed Punjab will provide its input for the plan proposed by the successful bidder.
- iii. The successful bidder will incorporate the suggestion of Milkfed Punjab in the monthly and quarterly media plan and after incorporating the same, it will share a revised plan with Milkfed Punjab.
- iv. Milkfed Punjab, after consideration may either reject the plan, or approve the plan partially or fully.
- v. The successful bidder shall create and share a roadmap for execution of the various activities in the monthly and quarterly plan.
- vi. The successful bidder will execute all plan after getting the approval from Milkfed Punjab.
- vii. The successful bidder will submit monthly and quarterly report along with the success rate (plan vs achievement) of the campaign at its own cost after completion of the campaign.

3) **CONTENT AND CREATIVE GUIDING PRINCIPLES**

The successful bidder is required to create content based with the following objectives in mind:

- i. **Persuasive advertising:** For creating consumer engagement, changing customer perceptions of product value, building brand preference, building brand community.
- ii. **Informative advertising:** For informing the market about new product, suggesting new uses of a product, informing about price change, communicating customer value, correcting false impressions, building brand image.
- iii. **Reminder advertising:** For maintaining customer relationship,
- iv. **Moment marketing:** For creating and joining consumer conversations around situations and events, creating brand buzz, creating trending content.

4) **SOCIAL MEDIA MANAGEMENT - PLATFORMS**

The successful bidder shall take care of the social media management across different social media platforms of Milkfed Punjab ;

- a) Facebook
- b) Twitter
- c) Instagram
- d) YouTube
- e) LinkedIn
- f) Any other platform not mentioned above.

The successful bidder shall be responsible for setting up new accounts on any social media platform depending on the trending application and managing the new platforms thereby.

5) **SOCIAL MEDIA TARGETS (KPI)**

The successful bidder shall ensure that, it should devise and execute the social media campaign in such a way that the following KPIs are achieved by it.

Quarterly Targets	
Facebook (verka.coop)	Instagram (verka_coop)

Minimum Reach	Minimum Engagement	Minimum Reach	Minimum Engagement
40,00,000	5,00,000	2,00,000	30,000

No additional payment (advertisement budget) will be allocated to the successful bidder for achieving the above targets. Successful bidder shall employ latest and creative techniques permitted by the respective platforms to achieve the above mentioned targets. In case of non-achievement of the above stipulated quarterly targets, the payment will be made as per the details mentioned in the table below:

CRITERIA OF PAYMENT (% of Retainership)

Table-01

S.NO.	PARTICULARS	WEIGHTAGE OF RETAINERSHIP	SCORE	PAYMENT ELIGIBILITY OF TOTAL RETAINERSHIP (%)
A	Facebook Reach	10%	Actual Achievement / Target	10 X SCORE
B	Facebook Engagement	15%	Actual Achievement / Target	15 X SCORE
C	Instagram Reach	10%	Actual Achievement / Target	10 X SCORE
D	Instagram Engagement	15%	Actual Achievement / Target	15 X SCORE
E	SCOPE OF JOB-A (EXCEPT SOCIAL MEDIA)			50%

The total payment FOR JOB-A will be the sum of the PAYMENT ELIGIBILITY mentioned at point (A), (B), (C), (D), and (E) of the Table-01.

Illustration:

S.NO	PARTICULARS	Target (Quarterly)	Achievement (Quarterly)	% Achievement	WEIGHT AGE OF RETAINERSHIP	PAYMENT ELIGIBILITY BASED ON TOTAL RETAINER SHIP(%) (Quarterly)
A	Facebook Reach	40,00,000	25,00,000	62.5%	10%	6.25%
B	Facebook Engagement	5,00,000	2,00,000	40%	15%	6%
C	Instagram Reach	2,00,000	1,00,000	50%	10%	5%
D	Instagram Engagement	30,000	10,000	33.33%	15%	5%
Payment Eligibility (Social Media)						22.25%
Retainership of Other Work (Other Than Social Media)						50%
Total Payment Eligibility (% Total Retainership)						72.25%

6) SOCIAL MEDIA OPTIMIZATION, ONLINE REPUTATION MANAGEMENT, RESPONSE MANAGEMENT, AND QUERY RESOLUTION

The successful bidder shall be fully responsible for responding to comments and reactions of the consumers. The comments of serious nature shall be escalated to concerned officer of Milkfed Punjab looking after social media, for necessary clarification/ response.

7) MAINTAINING THE PUBLIC ENGAGEMENT WITH THE AUDIENCE AND ESTABLISHING AND STRENGTHENING THE ONLINE COMMUNITY OF FOLLOWERS WITH THE USE OF DIGITAL MEDIUM.

8) QUERY MANAGEMENT

The successful bidder shall be responsible for replying to all the queries received on all platforms and shall ensure that the same is addressed within 48 (Forty-Eight) working hours in consultation with concerned officials of Milkfed Punjab.

9) DIGITAL MARKETING - STRATEGY

The successful bidder shall be responsible for devising, creating and executing a digital marketing plan encompassing various OTT platforms, Online Games, News App, Websites etc. as per the needs of Milkfed Punjab.

10) DIGITAL MARKETING – PLATFORMS

A. OTT Platforms

- Netflix
- Amazon Prime
- Disney Hotstar
- Voot
- Zee 5
- Sony Liv
- Chaupal
- ALT Balaji
- Aha
- Viu
- Hoichoi

B. News App

- Inshorts
- The Times of India
- Indian Express
- The Hindu
- Daily Hunt
- Dainik Jagran
- Dainik Bhaskar

C. Online Games

- Candy Crush
- Temple Run
- Ludo

D. Websites

The list of the platforms mentioned above is not exhaustive. Milkfed Punjab will reserve the right to add new platforms as per the contemporary trends.

11) DIGITAL MARKETING – CONTENT CREATION

- **Texts:** These ad types only have texts.
- **Photo Advertisements :** Photo Advertisements display a photo. They can also have text or headline and link description, call-to-action button like send message or visit.
- **Carousel Advertisements:** A carousel advertisement can have up to 10 images. All are in one ad.

The successful bidder will have to submit the request for creating VIDEOS for digital marketing at least a quarter before the planned broadcast of the campaign. The successful bidder has to share a detailed brief and technical details about the envisaged communication of the video so that Milkfed Punjab could take further necessary action in the matter.

12) DIGITAL MARKETING – INVENTORY BUYING

The successful bidder will recommend the different kind of advertisement inventories on different digital platforms (digital broadcasting platform) to be purchased by Milkfed Punjab in order to execute the envisaged digital marketing plan of Milkfed Punjab. The successful bidder will submit the platform wise and content wise estimated budgets for every month in the second last week of the preceding month. Milkfed Punjab after evaluating the proposal of the successful bidder **may** authorize the successful bidder to purchase digital advertisement inventories (Platform wise and content wise as per the list attached at Point (10) Digital Marketing -Platforms) on behalf of Milkfed Punjab. The practice will be adopted to streamline and expedite the whole B&A process as it has become imperative in this competitive environment for Milkfed Punjab to become more innovative and agile in its whole B&A operations. Milkfed Punjab will not pay any

additional markup fees for the digital advertisement inventories bought by the successful bidder on the behalf of Milkfed Punjab.

Milkfed Punjab will reimburse the amount on the basis of the actual expenditure as per original invoices raised by the broadcasting platform or its authorized distributors. The successful bidder shall give preference to purchasing advertisement inventories directly from the platforms but in case the same is not feasible then the successful bidder shall communicate the reason for the same along with a certificate from the platform that the distributor/reseller from which the advertisement inventories have been purchased and have been authorized by the respective broadcasting platform to do so.

Three major kind of buying inventories modes have been enlisted below. The successful bidder may adopt the below listed or any other model allowed by the respective digital broadcasting platform.

Dynamic pricing with ceiling price: In this model, the successful bidder will be charged on the basis of actual number of clicks or views (i.e. view for a certain minimum duration) attained. Further there is a fixed ceiling price for buying inventory. If the cost determined by the dynamic pricing model is less than the ceiling price then the successful bidder will be charged the dynamic price. If the cost determined by the dynamic pricing model is more than the ceiling price then the successful bidder will be charged the ceiling price. This model is used by Google for YouTube ads.

Auction model: The successful bidder will have to participate in online auction by indicating a certain bidding amount for buying inventory. The bidding amount is the highest amount at which the successful bidder is willing to buy inventory. Further, the successful bidder will also have to indicate the target audience, duration of campaign, per day budget, etc. The result of auction depends on a number of factors such as the bidding amount and the relevance of communication/message to the individual concerned (determined by the algorithm of the social media platform on the basis of viewing habits of the individual as well as response generated by the communication in other people with similar habit (if any)). If the resulting amount determined by the auction is less than the bidding amount then the successful bidder will be charged the actual amount. However if the resulting amount goes over the bidding amount indicated by the successful bidder, the successful bidder will fail to buy the inventory. In case the message of communication is relevant to the individual then the cost of auction may remain low and can result in better placement. The booking in auction model can also be made on the basis of automatic bid. In such cases the algorithm of the social media platform automatically optimizes the bid of an advertiser to make sure

that the campaign is made live and impressions served. This model is predominant for booking space on Facebook, Instagram and Twitter.

Reach and Frequency model: Reach and frequency buying is a method for buying ads that will let the successful bidder book campaigns in advance with predictable, optimized reach and controlled frequency. Once a campaign is reserved through reach and frequency buying, cost per mile or CPM (i.e., cost per 1000 impressions) is fixed, and the successful bidder will only pay the price established for the campaign. In case ad set delivers more than 100% of booked impressions, the successful bidder will not be charged more than the budget set. This model is adopted by Facebook and Instagram but the booking has to be done at least 6 months in advance.

13)WHATSAPP / WEBSITE CHATBOT

The successful bidder shall be responsible for conceptualizing, designing, running and operating an official VERKA WHATSAPP ACCOUNT and along with it should create a CHATBOT which should have the following capabilities:

- a) It should be compatible to be integrated with WHATSAPP and Milkfed Punjab Website.
- b) To register consumer complaints and update them about the status of the same.
- c) To share information about the products offered by Milkfed Punjab
- d) To register expression of interest from interested parties (farmers/vendors/retailers) about working with Milkfed Punjab.
- e) To register our existing customers and gather there DEMOGRAPHIC DETAILS (Doesn't include Geo-Tagging).
- f) To send promotional/new product launch messages (TEXT/PICTURES/AUDIO-VIDEOS) to registered customers.
- g) To provide MIS reports as desired by Milkfed Punjab
- h) To create an receipt ,information, and response matrix
- i) The CHATBOT should have the capability to be upgraded to provide E-COMMERCE services to end consumers (Only Cash-On-Delivery).
- j) Storing & Maintaining Data regarding CHATBOT Operations.
- k) It should be capable of answering some predefined generic queries of the customer on its own. The set of predefines responses will be devised in consultation with Milkfed Punjab.

The successful bidder shall ensure proper handover of the data, program and all ancillary activities after completion/in-between contract period as per the directions of Milkfed Punjab.

Any official fees to be paid to WHATSAPP for creation and operation of WHATSAPP ACCOUNT ALONG WITH CHATBOT OPERATION will be paid/reimbursed by Milkfed Punjab to the successful bidder on actual basis.

- 14) The successful bidder shall procure the official COTS (Commercial Off The Shelf) software with valid licenses and install and configure the systems required for the purpose of the Program.
- 15) The successful bidder shall procure the Digital Marketing OEM platform with Milkfed Punjab, if required as the licensee.
- 16) The successful bidder shall not have any dependency on Milkfed Punjab systems either for integration purposes or for supporting any marketing platforms.
- 17) The successful bidder should possess technical skills to install, configure and operate the procured software tools.
- 18) The successful bidder shall be responsible for cleanup, upload and usage of Milkfed Punjab provided data to various digital platforms.
- 19) The successful bidder shall evaluate various channel options, costs involved, expected performance and discuss with Milkfed Punjab before initiating communication
- 20) The successful bidder is responsible for configuration of various digital platforms, as per requirement, before initiating the communication
- 21) The successful bidder shall detail his approach and obtain approval from Milkfed Punjab before initiating any communication
- 22) The successful bidder shall provide weekly / monthly updates on the communication plan and the outcomes
- 23) The successful bidder shall ensure confidentiality and integrity of Milkfed Punjab data. Data here is defined as the data provided by Milkfed Punjab, data acquired on behalf of Milkfed Punjab, data generated by digital platforms used in the

program, data created for the purposes of this program and the data derived from data sources mentioned in this clause.

- 24) The successful bidder is prohibited from sharing data with others within their organization who are not involved in the Program and with others outside of their organization. As part of the Program, should the bidder be required to share this data with others he/she will seek explicit approval in writing or over an email with just cause from Milkfed Punjab.
- 25) The successful bidder shall ensure the security of Milkfed Punjab data being used throughout this Program, including the data security on the digital platforms being employed in the Program.
- 26) The successful bidder is responsible for buying, bidding and publishing of Display, Video, Paid, Search and any other forms of digital advertisements required for the use cases, as per the approval of Milkfed Punjab. Campaigns have to be launched as per the pre-agreed timelines in the Plan.
- 27) The successful bidder shall track the campaign responses and outcome attribution through suitable tracking mechanism, approved by Milkfed Punjab stakeholders.
- 28) The successful bidder shall optimize and improve the campaign performance based on the learnings from the current and past campaign data. The learnings shall be shared with Milkfed Punjab in the form of detailed report at regular frequency.
- 29) The successful bidder shall provide all the tools and techniques required for running the campaign, optimization of campaigns and tracking of outcomes and it shall maintain records of all the campaigns run, responses received, and evaluation reports for each. These records shall be shared with Milkfed Punjab in the form of detailed report at regular frequency.
- 30) The successful bidder shall employ his network of affiliate marketers, if required as per the Plan with due approval from Milkfed Punjab.
- 31) The successful bidder is responsible for form fills in use cases where customer feedback is needed. It is responsible for form creation, hosting and response collection through various digital channels and techniques. Forms will be defined as per business requirements and should include basic identifier fields such as Name, Phone, Email etc. and custom field like customer comments etc. It shall

submit a weekly report with the forms filled in that week not beyond End of Business hours in an excel file format.

- 32) The successful bidder should use their own Laptops /PCs, printers, softwares and other required equipment for the project. Any tools required to cover the events like product launch, lives, meetings, etc. will be arranged by agency. The above mentioned equipment have to be arranged by the successful bidder on its own cost and responsibility.

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(MILKFED PUNJAB)
SCO 153-155, Sector- 34 A, Chandigarh, 160022

FINANCIAL BID FORMAT – JOB B

S.No.	Length Of Video (Seconds)	Type of Video	Symbol	Rate Per Video (Base Rate INR)	Applicable Taxes (%)
1	10 Seconds or Less Than 10 Seconds	TVC/Digital Video	A		
2		3D Animation Video	B		
3		2D Animation Video	C		
4	11 Seconds to 20 Seconds	TVC/Digital Video	D		
5		3D Animation Video	E		
6		2D Animation Video	F		
7	21 Seconds to 30 Seconds	TVC/Digital Video	G		
8		3D Animation Video	H		
9		2D Animation Video	I		
10	31 Seconds to 60 Seconds	TVC/Digital Video	J		
11		3D Animation Video	K		
12		2D Animation Video	L		
Total Financial Bid			F(Bid)	A + B + C + D + E + F + G + H + I + J + K + L	

**F(Bid) Calculation Formula for JOB - B =
A + B + C + D + E + F + G + H + I + J + K + L**

SCOPE OF WORK – JOB B

Production of Videos in English, Hindi & Regional languages (dubbing required for both Hindi & Regional languages), in digital format of resolution and time as required for various purpose.

The Successful Bidder will be responsible to meet the post-production charges such as: Studio hire for editing charges, Motion graphics Animation charges, Music composition and voiceover charges (English, Hindi and Punjabi), cinema and TV edits and any other related charges.

Editing: Editing is to be done in digital non-linear set up with graphics and animation workstation in addition to music and narration. Use of special effects shall be done in the video wherever required. The production should be of extremely high quality, meeting the industry standards. Competent and approved talent/voices should be used. Appropriate use of modern editing techniques including rendering of text/visuals, multilayering, compositing, chromo key, special effects etc. should be made to make the film visually very rich.

TVC ADVERTISEMENT FILMS/ DIGITAL FILMS:

PRE-PRODUCTION:

- a) Concept, Story & Screenplay with Dialogue.
- b) Story board based on script to finalise the shots exactly to be shown in film.
- c) Based on story board, designing shooting locations, costume design and character designs.
- d) Finalising project technicians like Directors, Cinematographers, Production Designer, Costume designer, Makeup-hairstylist, editor, music director, post production studios and other production departments.
- e) Charting for shoot, finalising locations by location hunt, production design properties, casting for characters, finalising light unit vendors, camera unit vendors and camera equipment vendors.

PRODUCTION:

- a) Hiring specified camera based on the film budget and content.
- b) Hiring light unit, quantity of lights based on the film subject and budget.
- c) Hiring camera equipment's like Track N trolley, jimmy jib, handheld riggs, cranes, special lights, gimbals, drones, motion capture equipment's, camera grips, dolly, vehicle grips and special cameras based on the subject and budget of the film.
- d) Casting actors based on number of characters in the subject.

- e) Finalising crew numbers based on the subject and budget of the film.

POST PRODUCTION:

- a) Editing of the film.
- b) Background music of the film.
- c) Dubbing artists based on the number of characters in the film and voice over artists if required based on the subject.
- d) Sound effects based on the subject.
- e) Sound mixing.
- f) CG/3d/2d/ title graphics based on the film subject.
- g) D.I. (colour correction) of the film.
- h) Voice over and languages for translation of audios.

3D ANIMATION FILMS:

- a) Concept, Story & Screenplay with Dialogue.
- b) Story board based on script to finalise the shots exactly to be shown in film.
- c) Based on story board and script, designing characters, back ground, production design, animation.
- d) Rough film video with storyboard stills and voice to get an idea on shots, duration of the film.
- e) Creating 3d character models once character design finalizes.
- f) Creating back ground 3d models once background finalise.
- g) Texturing for character models and BG models
- h) Rigging for 3d character models once model finalise.
- i) Rigging for background once background finalise.
- j) Lighting setup for the scenes.
- k) Character animation process starts once character model and rigging finalise.
- l) Animations to be done based on the finalised shots/ camera angle.
- m) Compositing character 3d models and 3d background.
- n) Adding special effects, particles if needed based on the quality and subject of the film.
- o) Final background music once animation done.
- p) Final voice over dubbing once final animation done.
- q) Final editing once animation done.
- r) Final rendering once animation film is approved by Milkfed Punjab.
- s) Rendering based on the Milkfed Punjab output requirement like Full HD, HD and any other format if required.
- t) Voice over and languages for translation of audios.

2D ANIMATION FILMS:

- a) Concept, Story & Screenplay with Dialogue.
- b) Story board based on script to finalise the shots exactly to be shown in film.
- c) Based on story board and script, designing characters, back ground, production design, animation.
- d) Rough film video with storyboard stills and voice to get an idea on shots, duration of the film.
- e) Creating 2d character models once character design finalise.
- f) Creating back ground once background finalise.
- g) Rigging for 2d character models once model finalise.
- h) Rigging for background once background finalise.
- i) Character animation process starts once character model finalise.
- j) Animations to be done based on the finalised shots/ camera angle.
- k) Compositing character models and background.
- l) Adding special effects, particles if needed based on the quality and subject of the film.
- m) Final background music once animation done.
- n) Final voice over dubbing once final animation done.
- o) Final editing once animation done.
- p) Final rendering once animation film is approved by Milkfed Punjab.
- q) Rendering based on the Milkfed Punjab output requirement like Full HD, HD and any other format if required.
- r) Voice over and languages for translation of audios.

The scope also includes videos that may be created using stock videos/images. Above list is only indicative and expands to any and all work that relates to production of a video. The successful bidder must undertake and deliver any other video related aspect that Milkfed Punjab may require.

The Punjab State Cooperative Milk Producers' Federation Ltd.
(MILKFED PUNJAB)
SCO 153-155, Sector- 34 A, Chandigarh, 160022

NOTICE INVITING TENDER INSTRUCTIONS

1. E-tender should be submitted online in two bids, i.e., Technical Bid and Financial Bid These bids (preferably) shall be opened in presence of the willing/intending parties/ their representatives who may like to be present at the time.
2. In case the tender opening date is declared as a holiday, tender shall be opened on the next working day at the same time specified above for which no separate intimation will be conveyed.
3. Earnest money amounting to Rs. 3,00,000/- (Rs. Three Lakhs) is to be deposited through online mode only. For participation in E-tender, the parties shall have to get themselves registered with our E-tendering portal, i.e., eproc.punjab.gov.in and get User-id and Password well in time. Class 3 Digital Signature certificates are mandatory to participate in the tendering process. For downloading tender through e-tendering, process flow.
4. **JOB-A:** In case of successful bidder for Job-A, the whole amount of earnest money, i.e., Rs. 3,00,000/- (Rs. Three Lakh) shall be converted into security and shall be returned only after successful completion of the contract, however the total security amount will be Rs.10,00,000/-. The total security amount including Rs. 3,00,000 (Rupees Three Lakh) of EMD plus additional security in the shape of demand draft or performance bank guarantee of Rs. 7,00,000/- (Rupees Seven lakhs), a total of Rs. 10,00,000/- (Rupees Ten Lakhs) shall be deposited by the awardee of the job. It is further informed that no interest will be paid by Milkfed Punjab on the total security amount i.e. Rs.10,00,000/-.
5. **JOB-B:** In case of successful bidder for Job-B, the whole amount of earnest money, i.e., Rs. 3,00,000/- (Rs. Three Lakh) shall be converted into security and shall be returned only after successful completion of the contract. It is further informed that no interest will be paid by Milkfed Punjab on the security amount.
6. **Both JOB-A & JOB-B:** In case of successful bidder for Job-A & Job-B are same/one, then the whole amount of earnest money, i.e., Rs. 3,00,000/- (Rs. Three Lakh) shall be converted into security and shall be returned only after successful completion of the contract, however the total security amount will be

Rs.13,00,000/-. The total security amount including Rs. 3,00,000 (Rupees Three Lakh) of EMD plus additional security in the shape of demand draft or performance bank guarantee of Rs. 10,00,000/- (Rupees Ten lakhs), a total of Rs. 13,00,000/- (Rupees Thirteen Lakhs) shall be deposited by the awardee of the job. It is further informed that no interest will be paid by Milkfed Punjab on the total security amount i.e. Rs.13,00,000/-.

7. Only "VALID" tender shall be considered whose Technical Bid is found to be satisfying and in order in all respect. Financial bids of only technically eligible bidders will be opened and financial bids of technically ineligible bidders shall not be opened.
8. Offers should be strictly according to the terms & conditions of NIT, failing which the same shall be no longer eligible.
9. The tenders will be finalized on Two Bids System as per NIT terms & Conditions.
10. Managing Director, Milkfed Punjab reserves the right to accept/reject any/all tender without assigning any reason thereof, whatsoever.

General Terms and Conditions

1. The E-Tenders are invited appointment of professional agency for designing, creating and executing a comprehensive branding & advertisement strategy for Milkfed Punjab.
2. The successful bidder shall also be responsible for all the job/works mentioned in the SCOPE OF WORK and it may not be taken as employment.
3. The security money deposit shall be refunded after the expiry of the contract period after getting NO DUE Certificate from the concerned quarters. The security deposit shall be forfeited in case the successful bidder fails to perform duty as per terms & conditions of the agreement.
4. **The contract will be initially for a period of ONE YEAR and the same can be extended for another ONE YEAR after reviewing performance, on same terms and conditions.**
5. The successful bidder must have well-trained/ experienced team for designing creatives.
6. The successful bidder has to provide first draft design of creative demanded within 02 working days of the communication of the requirement of the design.
7. The successful bidder should be capable to provide creatives in all the scheduled languages in India. However, Milkfed Punjab's major work shall be in English, Punjabi and Hindi.
8. TDS, TCS and other statutory deductions, as applicable from time to time, if any shall be recovered/ deducted in accordance with the related Act, Rules/ regulations and prevailing Laws as amended from time to time.
9. If felt necessary, Managing Director, Milkfed Punjab may review the financial status as well as declared information in the bid and reserves the right to reject/accept the offer.
10. The successful bidder will not transfer his contract wholly/ partly in favor of someone else.
11. The successful bidder will arrange for sufficient number of designers for creating designs as per the requirements well in time.

12. The successful bidder will also be liable for due observation and implementation of all the statutory conditions or requirements of the labor laws/ other laws as applicable to his workforce from time to time.
13. The workforce engaged by the successful bidder will be his/her own liability for all intents and purposes. They will have nothing to do with Milkfed Punjab. Such workforce will not have any employee-employer relationships or connection with Milkfed Punjab for any intent and purpose, whatsoever.
14. The successful bidder will comply with all statutory and legal requirements as per various applicable law, prevailing rules/ practices and procedures. He/ She will always keep Milkfed Punjab indemnified against all liabilities towards his/her workforce which are to be discharged from time to time.
15. The successful bidder holder will comply with all the statutory and legal requirements as per various applicable laws, prevailing rules/ practices and procedures. He/She will always keep Milkfed indemnified against all liabilities towards action taken by him/her or by his/her workforce, pertaining to the job of designing, creating and executing a comprehensive branding & advertisement strategy for Milkfed Punjab.
16. The successful bidder shall not misuse the logo of Milkfed Punjab or Verka in any form. Such act if proven will be viewed very seriously and can result in cancellation of the agreement by forfeiting the pending bills and whole security amount.
17. Apart from the jobs mentioned in the Scope of Work of this tender document, Milkfed Punjab can direct the successful bidder for designing creatives on same terms and conditions.
18. Managing Director, Milkfed Punjab reserves the right to make any addition/deletion or change any term and condition with or without any notice.
19. Successful bidder shall have to become Nominal Member of Milkfed Punjab as per Milkfed Punjab Bye- Laws No. 5.2 with latest amendment dated 25. 5. 2001 after depositing Membership Fee of Rs. 1000/- only once for all (non-refundable) along with the prescribed format duly signed.
20. The successful bidder will have to enter into an agreement with Milkfed Punjab on a non-judicial stamp paper of Rs. 500/- accepting the terms and conditions.
21. All designs, pictures reports, other documents and software submitted by the successful bidder pursuant to this work order shall become and remain the property

of Milkfed Punjab, and the bidder shall provide all such documents and software to Milkfed Punjab before the expiry of this contract properly listed out and in a documented manner.

22. If at any given point of time it is found that the successful bidder has made a statement which is factually incorrect or if the bidder doesn't fulfill any of the contractual obligations, Milkfed Punjab may take a decision to cancel the contract. Further, the total security of the successful bidder may also be forfeited if the performance of the successful bidder is not satisfactory.

23. Payment Terms:

- a) Payment will be released to the agency on quarterly basis on receipt of invoice, based on work achievement and satisfactory performance. The agency will be asked to submit quarterly work achievement as mentioned in the Scope of Work of this document for assessment. No advance payment will be made. All payments shall be made in Indian Rupees.
 - b) The quarterly payment will be made after deduction, if any.
24. The successful bidder holder shall carry out, perform and observe the provisions of various Acts such as Shops and Establishment Act, Employees compensation Act, CLRA Act, EPF and ESI Acts and any other enactment passed by the Parliament or State legislature and any rules made there-under by the appropriate Government, in any way affecting his work-force deployed by him and also indemnify Milkfed against any liability that may be imposed by law or by the Government for the Non-observance of any provisions of the Acts and Regulations applicable to his establishment. In case any of his liability may have to be discharged by Milkfed under any provision of law/regulation, the successful bidder will reimburse the same to the Milkfed; else the amount shall be deducted out of his/her bills, security and other dues, if any, or through the due process of law.
25. The successful bidder shall adhere to Central IT laws, state IT laws , and other statutory laws/rules/regulations while initiating any action. The successful bidder shall indemnify and hold harmless the Punjab State Cooperative Milk Producers Federation Limited (Milkfed Punjab), its affiliates, and its respective directors, officers, employees, agents, and assigns from and against any and all claims, damages, losses, liabilities, costs, and expenses, including reasonable attorneys' fees, arising out of or in any way connected with any breach of this Agreement/job/contract by the successful bidder or its representatives.

26. Corrupt and Fraudulent Practices

- For the purpose of this Bidding Process:
 - (1) “corrupt practice” means the offering, giving, receiving or soliciting of anything of value to influence the action of a public or other official in a procurement process or in contract execution directly or indirectly through a third party; and
 - (2) “fraudulent practice” means a misrepresentation of facts in order to influence a procurement process or the execution of a contract to the detriment of the Company or its Affiliates, and includes collusive practice among Bidders (prior to or after bid submission) designed to establish prices or terms at artificial and non-competitive levels and to deprive Company or its Affiliates the benefits of free and open competition.
- Bidders supplying false or misleading information shall be disqualified from any further participation in the Bidding Process.
- Milkfed Punjab requires Bidders observe the highest standards of ethics during the Bidding Process, including when a Bidder is selected as a Successful Bidder.
- Milkfed Punjab shall reject a Bidder selected as the Successful Bidder if it determines that such Bidder has engaged in corrupt or fraudulent practices in competing for the tender; and/or shall declare a person, firm or company ineligible, either indefinitely or for a stated period of time, to engage with the Company and its Affiliates, or to be awarded a contract of the Company and its Affiliates, if it at any time determines that the person, firm or company has engaged in corrupt or fraudulent practices in its engagements or in competing for, or in executing, any contract.
- Any Bidder, other than through the Authorised Representative, found to be canvassing or have canvassed any of the Company or its employee, contractor, consultant or anyone who has a direct working relationship with the Company, regarding the tender may be excluded from further consideration.

27. Force Majeure :- The successful bidder shall not be liable for forfeiture of its security, liquidated damages or termination for default, if and to the extent that, its delay in performance or other failure to perform its obligations under the contract is the result of an event of Force Majeure.

For purpose of this clause, "Force Majeure" means an event beyond the control of the successful bidder and not involving the successful bidders fault or negligence and not foreseeable. Such events may include, but are not limited to, acts of the purchaser either in its sovereign or contractual capacity, wars or revolutions, fires, floods, epidemics, quarantine restriction and freight embargos.

If a Force Majeure situation arises, the successful bidder shall promptly notify the purchaser in writing of such conditions and the cause thereof. Unless otherwise directed by the Purchaser in writing, the successful bidder shall continue to perform obligations under the contract as far as is reasonably possible and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event.

28. **Termination:** In case of any change in the policy, breach of contractual obligations and/or malafied/ undesirable activities on the part of successful bidder at any stage, misbehavior by the staff, misuse of trademark, pilferage of any commercial information ,change of requirement of Milkfed Punjab or complaint of similar nature within the contracted period, contract shall be liable to discontinuance by Milkfed Punjab by giving 15 days notice to the successful bidder and the successful bidder will be blacklisted for a period of three year.
29. **Termination by Convenience:** The Contract can be terminated by the Milkfed Punjab in whole or in part at any time, in the larger interest of the Milkfed Punjab by giving 15 (fifteen) days notice as per the convenience of Milkfed Punjab. If the Contract is terminated before performance is completed, the successful bidder will be paid only for that work which has been satisfactorily performed for which costs can be substantiated. Managing Director, Milkfed Punjab will reserve the right to adopt any method deem fit to ascertain the work that has been successfully completed by the successful bidder. All work in progress will become the property of the Milkfed Punjab and will be handed over promptly by the successful bidder.
30. **Arbitration:** In the event of any difference or dispute having arisen out of any contract or agreement at Milkfed level/union level the same shall be referred to The Registrar Cooperative Societies, Punjab to decide the dispute himself or transfer it for disposal to any officer not below rank of Deputy Registrar, Cooperative Societies, Punjab for dispute resolution by the arbitrator. The provisions of the Punjab Cooperative Societies Act, 1961 and rules 1963, as amended up to date shall apply to arbitration proceedings which shall be held in the office of designated arbitrator.

31. **Jurisdiction:** The jurisdiction of the courts in case of any further legal dispute post arbitration, will be the courts at Chandīgarh U.T. only.

Read & Accepted All Terms & Conditions

Name :

Phone No :

Email :

Address :

(Signature of the bidder with seal)

Annexure 01

(To be executed on a non-judicial stamp paper of 100/- only)

DECLARATION

We hereby declare that we _____ or any of its constituents have not been blacklisted or debarred by the any cooperative organization, Government concern or any sister organization or any State or any Public sector undertaking from participation in tender on the date of opening of bids either in individual capacity or as a member of a partnership firm or a Joint Venture in which the Company was/is a partner/member. Concealment regarding the above shall make the contract liable for determination.

Date -

Place –